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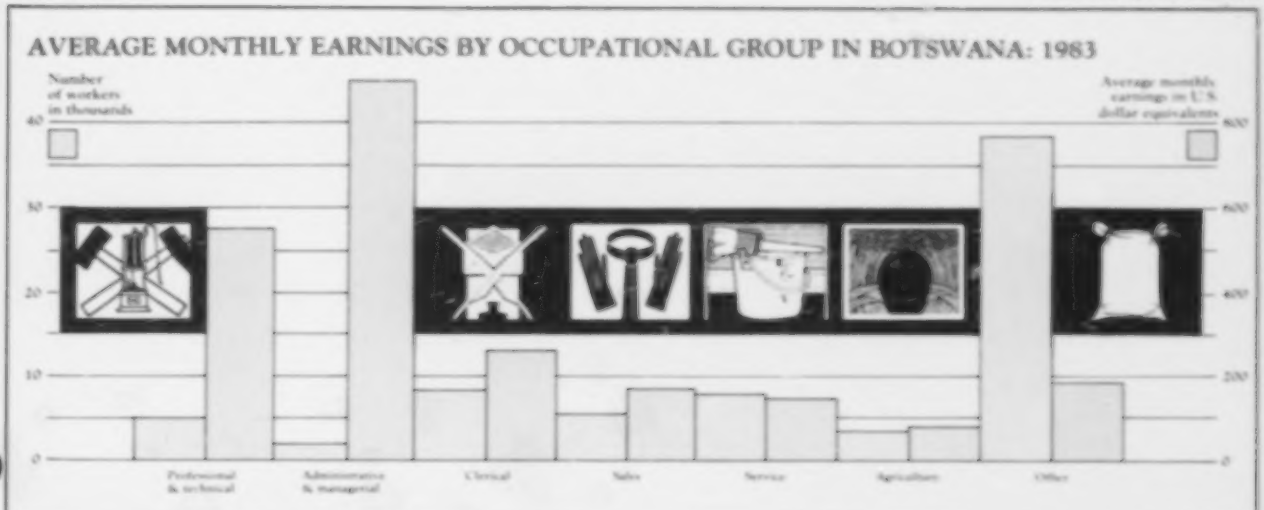
INTERNATIONAL DEMOGRAPHICS

CONSUMER TRENDS AND MARKETS ABROAD

AUGUST 1985 VOLUME 4, NUMBER 8



COUNTRY PROFILE

REPUBLIC OF BOTSWANA

Botswana takes pride in its democracy, political stability, and peace. It maintains only a token voluntary defense force and since independence in 1966, has emphasized friendly international relations through cooperative organizations such as the United Nations.

Botswana's neighbors are the Republic of South Africa on the south and southeast, Namibia on the west, and Zimbabwe and Zambia on the northeast. It is a semiarid country of 582,000 square kilometers, about the size of Kenya — slightly larger than France, but smaller than Texas. Its population density is only 2 people per square kilometer, compared with a density of 16 people per square kilometer in Africa as a whole. While Botswana's overall population density is low, 87 percent of its people live in the catchment area of the Limpopo River in the eastern part of the country. The Kalahari Desert covers most of the rest of the nation.

Botswana is one of the fastest-growing African nations. Between 1971 and 1981, more than 340,000 persons — 58 percent — were added to Botswana's population. The population of the entire continent grew an estimated 32 percent during the 1970s. Botswana's 1984 birth rate was estimated to be 50 per 1,000 population, only slightly lower than Kenya's 55 per 1,000 — the highest in the world. Botswana's total fertility rate is 6.6, compared with Kenya's 8. The average annual population growth rate in Botswana has increased to 3.6 percent as a result of rising birth rates and declining death rates, meaning that the population will double in 23 years. The government has no official population policy to control this rapid growth.

ETHNICITY

The Tswanas, who migrated into Botswana from South Africa, make up more than half the population. This group embraces several large tribes including the Bangwato, Bangwaketse, Bakgatla, Bakwena, Barolong, Bamalete, and Bahurutshe. The Tswanas are a pastoral people who support themselves by raising

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cattle. They live in fairly large villages, with lands owned by tribes rather than individuals. Royal families of the different groups have intermarried and all groups practice male primogeniture. The first president of the Republic of Botswana, Sir Seretse Khama, was a Mongwato, from the largest tribe, Bangwato. The first vice president and current president, Dr. Q.K.J. Masire, is a Mongwaketse from the second largest group, Bangwaketse.

Other important tribes include the Kalanga, who came to Botswana from Zimbabwe and settled around Francistown; the Herero, who entered Botswana from the northwest; and the Basarwa (Bushmen) who inhabit the Kalahari Desert.

An effort has been made to unify the various tribes politically while at the same time maintaining ethnic and cultural diversity. The tswana word — "Kagisano" — let us all live and cooperate together — is now the national motto.

Ninety-eight percent of the country's residents are citizens. There are fewer than 16,000 noncitizens, primarily from the Republic of South Africa, the United Kingdom, and Zimbabwe.

REGIONS AND CITIES

In 1981, the country was divided into 21 census districts, 6 of them urban and 15 rural. A population center must have 5,000 or more residents and at least 75 percent of its labor force engaged in nonagricultural work to qualify as urban. Most places of 5,000 or more people fail to qualify because of the share of people engaged in farming. These villages are called "agrotowns."

The six urban districts had a combined 1981 population of about 150,000 — 16 percent of the total population. All except two small mining centers are in eastern Botswana.

Gaborone, the national capital, is the largest city, with nearly 60,000 people. Prior to independence it was a small village, but now serves as the national administrative and government center. Francistown, the second largest city, is the old commercial center. Before independence, it was the largest city and expected to grow rapidly after extensive mineral deposits were discovered. However, difficulties in extracting the deposits and persistent low prices have postponed development.

Selebi-Phikwe, a copper-nickel mining center east of the north-south Zimbabwe railway line, is the third largest city. Lobatse, the seat of the Botswana high court, is the fourth largest city. Lobatse is also the center of the government abattoir that is one of the largest meat processing operations in Africa, exporting 20,000 to 30,000 tons of beef annually. Lobatse also serves as the national livestock market for cattle, goat, and sheep farmers.

Each of two small diamond mining cities, both located in the Kalahari Desert, have slightly more than 5,000 people each. Mining operations began in Orapa in 1971 and in Jwaneng in 1982. Another diamond mining center with over 5,000 people (Letlhakane) is still a village by virtue of its residents' heavy dependence on agricultural employment.

Several traditional tribal villages are agrotowns with populations of nearly 25,000. Serowe, Kanye, and Molepolole serve as important trade and service centers for their areas.

Eighty-four percent of Botswana's population is rural, and over half of the country's entire population lives in households headed by traditional subsistence farmers. Farm families live mainly in villages and move temporarily each year to their outlying lands and cattle posts to carry

INTERNATIONAL DEMOGRAPHICS

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on agricultural work and cattle raising. Agriculture is dominated by livestock raising. Nearly 3 million cattle and 800,000 goats graze on the savannah-type vegetation which covers 60 percent of the land area. Traditional agriculture is practiced on 82,000 of the 82,360 farms, where the main crop is sorghum. Only 1.3 percent of the total land area is suitable for cultivation, with about 2,000 square kilometers planted each year. Because of severe weather conditions, crop production is limited.

AGE DISTRIBUTION

Botswana's age-sex population pyramid is typical of developing countries. The base of the pyramid is wide and becomes progressively smaller with each successively older five-year age group. But in Botswana, the pyramid also reflects a deficit of men in the young working ages because of migration to the gold mines in the Republic of South Africa.

Vital statistics in Botswana are unreliable. The civil registration law requires that births and deaths be reported in only four cities and seven villages that represent only 28 percent of the total population. In the rest of the country, registration is voluntary. The only reliable figures available are from the 1971 and 1981 censuses, which asked questions about births and deaths that occurred in the previous year.

The population is growing naturally with little immigration. On the other hand, Botswanans do travel and work outside their country. In 1981, about 42,000 were abroad. Of these, 22,000 were employed in South African gold mines on contracts. The rest were abroad for other employment, for study, business, or on visits.

URBAN HOUSING

The 1981 census identified just over 170,000 housing units with an average of 5.5 people per dwelling unit. Urban areas, with 16 percent of the population in 1981, had 20 percent of the units. Even though nearly all urban homes are equipped with piped water, only a third have flush toilets, and only 27 percent use electricity or gas for lighting and cooking.

There are pressing housing shortages as a result of rapid population growth and household formation, especially in the cities and large villages. Both the national government and town councils have initiated programs to alleviate housing demand, but construction lags behind demand. Gaborone alone has a waiting list of nearly 13,000 applicants.

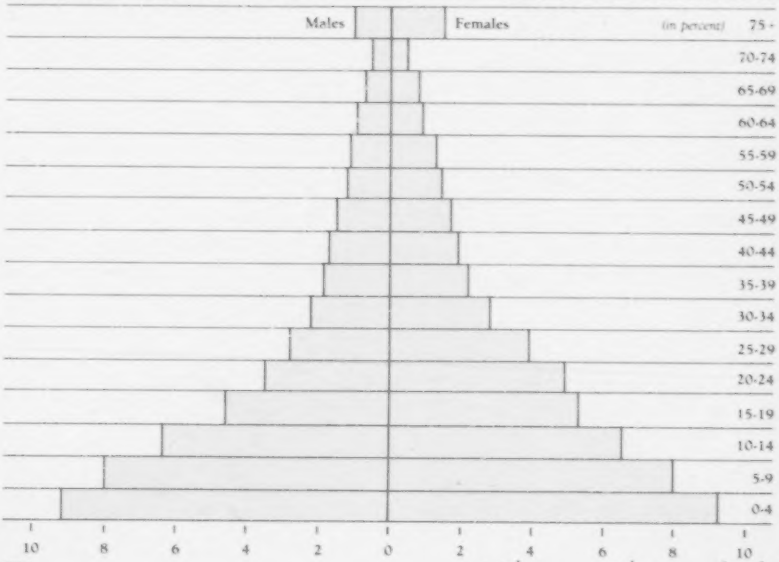
LITERACY AND EDUCATION

While English is the official language, Setswana is the national language. Everyone able to read a simple sentence in English and Setswana is considered literate. The 1964 census was the last to ask a question on literacy and it was estimated then that only 35 percent of all persons aged ten and older were literate.

Educational levels are still comparatively low. Estimates place the number of illiterates today at more than 200,000 with about 28,000 of them enrolled in a National Literacy Program. There are no compulsory school attendance laws. The 1981 census found that over 40 percent of people aged five and over had never been in school. Among women of childbearing age, about one-third had never attended school. Approximately 85 percent of all children are born to mothers who did not complete the primary grades.

Of all citizens aged five and over who had left school in 1981, only 27 percent had finished primary, 8 percent had a junior certificate, 3 percent had finished the Cambridge program of study, and about 1 percent had some university study.

POPULATION OF BOTSWANA BY AGE AND SEX: 1981



age	total	males	females
All Ages	941,027	443,104	497,923
0-4	173,835	86,926	86,909
5-9	150,410	75,041	75,369
10-14	120,897	59,294	61,603
15-19	93,359	43,400	49,959
20-24	79,148	32,971	46,177
25-29	63,183	26,762	36,421
30-34	46,594	20,530	26,064
35-39	37,810	16,994	20,816
40-44	34,017	15,755	18,262
45-49	29,502	13,710	15,792
50-54	24,453	11,538	12,915
55-59	22,131	10,191	11,940
60-64	17,288	8,561	8,727
65-69	14,529	6,836	7,693
70-74	9,582	4,532	5,050
75+	24,289	10,063	14,226

BOTSWANA'S URBAN AND RURAL POPULATION: 1971 AND 1981

census districts	*1971*	*1981*	*percent change*
Urban Towns			
Gaborone	17,713	59,657	+237
Francistown	18,613	31,065	+67
Lobatse	11,936	19,034	+59
Selebi-Phikwe	4,940	29,469	+497
Orapa	1,209	5,229	+332
Jwaneng	—	5,567	—
Urban Total	54,416	150,021	+176
Rural Towns			
Ngwaketse	70,558	104,182	+48
Barolong	10,973	15,471	+41
South East	20,090	30,649	+53
Kweneng	65,251	117,127	+80
Kgatleng	31,150	44,461	+43
Central	216,058	323,328	+50
North East	25,806	36,636	+42
Ngamiland	47,723	68,063	+43
Chobe	5,097	7,934	+56
Ghanzi	11,835	19,096	+61
Kgalagadi	15,137	24,059	+59
Rural Total	519,678	791,006	+52
Grand Total	574,094	941,027	+64

Source: Statistical Bulletin, 1984, Vol. 9, No. 3, Central Statistics Office, Gaborone.

Thus, only 12 percent had gone beyond primary school and some 60 percent had not completed primary school.

The Botswana educational system is based on the British tradition. There are 518 primary schools with nearly 210,000 pupils in grades 1 to 7, 56 secondary schools with slightly over 27,000 students studying for five years (three for the junior certificate and two for the Cambridge level), and the University of Botswana in Gaborone with more than 1,200 students.

The Ministry of Education also maintains four Teacher Training Colleges for primary level teachers with a current enrollment of 1,000, a Polytechnic trade school with 500 students, an Auto Trades Training School with 120 students, and 14 Brigade Centers that provide intermediate level trade and vocational instruction to 700 students. Primary education is free in Botswana and nearly all university students receive government scholarships but are bonded for a limited period to work in some phase of government employment.

Despite the low school enrollment figures, the educational situation in Botswana is improving. Half of youth aged 5 to 19 are now in school, compared with only a third ten years ago. Also, even though fewer than 10 percent are secondary school students, the percentage in secondary school doubled during the 1970s. The primary educational goal of the Botswana government in the 1980s is an expansion of secondary education. Plans are to double the number of secondary schools by 1991, redesign the secondary curriculum, and add new classrooms and teachers. School textbooks, supplies, and building materials are good possibilities for export, especially if countertrade is available.

LABOR FORCE AND INCOME

In 1983, the economically active population was defined as all persons aged 12 and over who, during the month preceding the census, were working regularly for cash, working in family lands or cattle posts, or actively looking for work or doing periodic piece jobs. Those actively seeking work or doing periodic jobs were counted as unemployed.

In 1983, about 4.5 percent of workers were engaged in agriculture. Mining, manufacturing, and construction together accounted for 26 percent of the labor force; trade and finance for 21 percent; and transportation, utilities, and communications, nearly 6 percent. Five percent of the workers were in community and social services. Botswana has a sizable bureaucracy. Thirty percent of the formal sector employees were working in central government and 7 percent in local government. Thus over a third of the total labor force were government workers.

Population projections indicate that the working-age population (aged 15 to 64) will double between now and the end of the century. Moreover, this will be the most rapidly increasing of all age groups. It should not be surprising if the government places a high priority on recruiting private firms that will create jobs for natives to do business in Botswana.

The Botswana census does not collect data on personal income, but the employment survey does collect income data by sector and occupation. The table compares income data for citizens and noncitizens.

Differences in population estimates and other factors account for the disparities in relative changes in the two sets of income estimates, but both indicate a rapid increase.

Even though Botswana's average income is low, it is much higher than that in many African countries. In constant 1970 U.S. dollars, Kenya's 1982 per capita income was only $159 compared with Botswana's $392. Fourteen countries had 1982 per capita incomes of less than $100, with Comoros and Chad being lowest, with per capita incomes of only $60.

After mining and agriculture (principally livestock), tourism is considered the third largest producer of income. In 1983, an estimated 350,000 tourists spent over $36 million in Botswana, with over half of the vacationers coming from the Republic of South Africa. Most tourists want to see the wilderness and various types of wildlife, especially the big game in the national parks and game reserves. Nearly 20 percent of

Botswana's land area has been set aside in parks and reserves.

TRANSPORTATION AND COMMUNICATION

Botswana had 13,500 kilometers of roads at the end of 1984, including 5,500 kilometers of district roads maintained by local governments and 8,000 kilometers of public roads maintained by the central government. Approximately 23 percent of all national roads were paved with bituminous material, and these are nearly all in the eastern part of the country where the bulk of the population lives. For example, it is possible to drive on pavement in the eastern side of Botswana from the Bophuthatswana homelands northward through Lobatse, Gaborone, Francistown, and on to Kasane near the Zambia border. But pavement in the other areas, particularly in the vast stretches of the Kalahari Desert, is almost nonexistent. Over three-quarters of road surfaces are unpaved, with 16 percent being gravel and over 60 percent sand or earth.

There were an estimated 47,000 licensed vehicles in Botswana in 1984. Approximately 43,000 were privately owned and most of the other 4,000 were government vehicles. Sixteen years ago in 1969, Botswana had fewer than 26,000 licensed vehicles.

The National Railways of Zimbabwe line, completed by the British South Africa Company in 1897, runs north and south through Lobatse, Gaborone, and Francistown in the western part of the country, entering southern Botswana from Mafikeng in the Bophuthatswana homelands then running to Zimbabwe in the north and continuing to Bulawayo. The railway line closely parallels the paved north-south highway.

Air Botswana, the country's national airline, flies to Johannesburg, Lusaka, and Harare. There are airports in Francistown and Selebi-Phikwe, as well as small ones in Lobatse, Maun, Kasane, and Ghanzi. The new Sereste Khama international airport which opened at Gaborone in 1984 will facilitate jet service to major cities, particularly Johannesburg, South Africa and Harare, Zimbabwe.

AVERAGE MONTHLY EARNINGS OF FORMAL SECTOR EMPLOYEES BY CITIZENSHIP AND INDUSTRY: AUGUST 1983

(in U.S. dollar equivalents)

			average monthly earnings	
industry	*citizens*	*noncitizens*	*citizen*	*noncitizen*
Agriculture	4,476	43	$67	$1,116
Mining & quarrying	6,787	434	272	1,826
Manufacturing	9,338	459	150	1,317
Electricity & water	1,790	130	299	2,203
Construction	9,178	372	144	1,119
Commerce	14,866	389	144	843
Transport & communications	3,705	194	198	1,319
Finance & business services	5,487	467	251	1,467
Community & social services	3,188	317	190	518
Education	1,205	360	251	1,058
Local government	7,160	48	202	862

Note: Cash payments including overtime, 1 pula = $.90 in 1983.
Source: 1983 Employment Survey, Central Statistics Office, Gaborone.

There is one daily newspaper, *Daily News*, published in both English and Setswana. The newspaper, published by the Department of Information Services, has a circulation of 25,000. The *Botswana Guardian*, a weekly newspaper, appears in English and has a circulation of 14,000. The *Botswana Advertiser*, which carries only advertisements, is a free weekly paper in English. Its circulation is 15,000.

About 38,000 radios and television sets were imported into Botswana in 1983. Radio Botswana in Gaborone serves most residents in the country but all television viewing is in the evening on two channels, one from a South African television station and the other from a Mafikeng television station.

At the beginning of 1980 there were 15 automatic and 32 manual telephone exchanges in the country,

TIPS ON TRENDS

MALAYSIA LOOKS WEST

Malaysia may be one of the "sleeper" countries in Asia for Western-style products. *Ad Age* reports that Southland Corp. opened four 7-Eleven outlets in Malaysia between October 1984 and March 1985, and that it plans to open one a month until there are 50 stores.

While Southland is the only U.S. retailer in Malaysia, Western-style products dominate food stores, *Ad Age* says, citing urbanization and growing affluence as primary factors in the increased consumerism. In-store product promotion works well, according to the report.

Consumer attraction to the West could backfire, however. The government worries about Western influence and encourages consumers to "Buy Malaysian." But, at the same time, the Malaysian government is interested in improving its image in the West and is eager to attract investments from Europe and the U.S.

CONFERENCES

"Planning and Implementing an International Direct Mail Campaign," is the subject of a one-day seminar at the Barbizon Plaza Hotel, New York, on November 1, 1985. There will be four seminar speakers — two from the United States and two from overseas. For more information, contact Jan Foster, executive vice president, IBIS Information Services, Inc., 215 Park Ave. South, New York, NY 10003; telephone (212) 505-7620. •

BOTSWANA ON HEALTH

Primary health care has top priority in Botswana through the rest of this century. The essentials for attaining an acceptable level of health care are adequate food and housing, safe water, basic sanitation, immunization against communicable diseases, education about health problems and how to prevent and control them, and appropriate treatment for common diseases and injuries.

At the end of 1983, there were 14 general hospitals, one special hospital, 7 health centers, 127 clinics, and 684 health posts and mobile units in Botswana. There were 146 doctors, 9 dentists, and 1,440 nurses.

The incidence of diseases such as tuberculosis is still high — about 278 new cases per 100,000 population in 1981. New cases of malaria that year totaled 3,196, with most occurring during the rainy season in the swampy Ngamiland area of northwestern Botswana.

Significant progress has occurred in some health-related areas. The infant mortality rate, considered to be the most sensitive measure of overall health conditions, has improved. Between 1971 and 1984, the infant mortality rate fell from 102 deaths per 1,000 births to 79 per 1,000, the lowest in southern Africa, including the Republic of South Africa, and one of the lowest in all Africa.

Likewise, average life expectancy at birth rose from 53 years in 1971 to 56 years in 1981, about the same as that of South Africa.

Construction of a 372-bed hospital in Francistown began this year. In Gaborone a significant expansion is planned for the Princess Marina Hospital and will increase the number of beds there from 239 to 425.

—James Tarver

serving about 6,800 subscribers. At that time the exchange and trunk radio equipment was judged obsolete and impossible to expand. Consequently, the Botswana Telecommunications Corporation was created to overhaul the system and undertake the task of providing greatly expanded, more efficient service. Major technological improvements began with the erection of an earth-satellite station in 1980 and a long-range program of modernization. During this modernization stage, international calls usually can be placed more quickly than calls between towns. Quite often local calls are delayed because of busy circuits.

SOURCES OF INFORMATION

The Republic of Botswana has released two publications on the 1981 census results: the *1981 Population and Housing Census*, and the *Census and Administrative Technical Report and National Statistical Tables and Summary Statistics on Small Areas*. Each costs P5 (1 pula is about $.90) and may be obtained from the Government Printer in Gaborone. A third publication, called *Census Analytical Report*, has just become available. Also, the Ministry of Agriculture has published the *1982 Botswana Agricultural Census* and the *1983 Botswana Agricultural Statistics*. Both contain information on crop and livestock production as well as on households.

The central statistics office in Gaborone publishes several regular reports. For example, the quarterly *Statistical Bulletin* provides population, social, and economic data and costs P1.

A *Statistical Abstract* published yearly provides somewhat more detailed types of information than the *Bulletin*. Other annual publications include *National Accounts*, *Employment Survey Report* (P2), *Education Statistics* (P3), *Medical Statistics*, *Tourism Statistics*, (P1), *Transport Statistics*, and *External Statistics*. Order from Central Statistics Office, Private Bag 0024, Gaborone, Botswana.

An integrated program of continuous household surveys (CHIPS) has been inaugurated using a permanent survey organization to undertake surveys on primary health care and demographic data, labor force, and income and expenditures.

The Botswana Central Statistics Office publishes a biannual profile which provides a concise statistical picture of Botswana and its people. The most recent issue was published in 1984. The Department of Information and Broadcasting published *Botswana 1984: An Official Handbook*, which contains statistics compiled by government agencies.

In 1980 the Ministry of Finance and Development Planning published the fifth *National Development Plan* for 1979-85, available for P5 from the Government Printer, Gaborone. The sixth *National Development Plan*, which outlines government programs and projects through the end of the decade, is currently being written. •

—James Tarver

James Tarver is a professor in the Department of Demography at the University of Botswana, Gaborone.

PUBLICATIONS

Marketing by Agreement: A Cross-Cultural Approach to Business Negotiations, by J. B. McCall and M. B. Warrington, 1984, Chichester, England: John Wiley & Sons, Inc., 274 pp., $29.95. Order from John Wiley & Sons, Inc., One Wiley Drive, Somerset, NJ 08873.

In order to succeed in today's international marketing scene, negotiators need a cross-cultural approach and special skills. The authors of this book explain how to implement the newest planning and strategic concepts in business negotiations as well as how to develop the particular skills required to make a positive impact on the outcomes.

Part I integrates recent research in the fields of communications, organizational behavior, sociology, sociolinguistics, and social psychology on the factors affecting the outcomes of negotiation. The authors have developed a negotiation skills model to identify specific

skills and provide a basis for relating negotiation to communication and culture. Part II is the application of these concepts to sales purchase, agency/distributorship, licensing, and joint venture agreements.

This book includes all the necessary concepts profusely illustrated with practical examples, providing a negotiator with everything but face-to-face practice in actual and simulated negotiating situations.

British Social Attitudes—The 1984 Report, edited by Roger Jewell and Colin Airey, 1984, Aldershot, England: Gower Publishing Company, Ltd., 213 pp., $41.95. Order from Gower Publishing Company, Old Post Road, Brookfield, VT 05036.

This yearly report on the changing politics, educational priorities, and social values of the British paints a fascinating picture of life in Great Britain.

Changing attitudes toward class are examined, for example. More than half those surveyed say that they are aware of social class differences and that they believe social class affects a person's attitudes. Nearly half say that social class is as important now as it was ten years ago and that it will continue to be important for the next ten years. An additional 16 percent think it will become more important in the next decade. Thus, only a third of the British population is optimistic that their society will become classless any time in the foreseeable future.

Other topics explored include political attitudes, economic policy and expectations, social policy and the welfare state, educational issues and priorities, and social and moral values.

Women of the World, 1984, Washington, D.C.: U.S. Government Printing Office, $5.50 each volume. Order from the Superintendent of Documents, U.S. Government Printing Office, Washington, DC 20402.

There are four regional handbooks in the *Women of the World* series, Latin America and the Caribbean, Sub-Saharan Africa, Near East and

TIPS ON TRADE

COMMUTER ADVERTISING

Buses in Wiesbaden are experimenting with a new means of providing riders with local information and commercials — television. TV screens are hung from the ceilings of local buses. "The traveling tubes," says the German Information Center, "treat captive commuters to local information and commercials: for example, a short film on the city's parks, followed by ads for chocolate, a current movie, or toothpaste. . . . The video monitors also show the name of each stop along the route, a special service for visitors and the hearing-impaired." The mayor-designate of Wiesbaden, however, is complaining that bus passengers are already exposed to too much advertising during their rides.

CAR OWNERSHIP

According to the latest available data, in the five years between 1976 and 1981 car ownership increased substantially in the European community. The table shows car ownership per 1,000 people in 1976 and 1981, by country and for the European Community as a whole, with some comparisons to countries outside the community. The list ranks countries from lowest ownership per 1,000 to highest. The most growth in car ownership took place in Spain and West Germany. While the United States has the highest rate of ownership, it has had one of the smallest increases.

POPULATION JOURNALS

Two new population journals have popped up overseas.

The *European Journal of Population* is published in English and French four times a year. Among other articles in the first issue is one by noted Harvard demographer Nathan Keyfitz who discusses the demographic factors that affect pay-as-you-go pension plans and what industrialized countries can expect to happen to their pension plans in the long term.

Subscriptions cost $62 a year. Order from Elsevier Science Publishing Co., Inc. Journal Information Center, 52 Vanderbilt Avenue, New York, NY 10017. Free sample copies are available from the same address.

The second new source of population information is the *Journal of the Australian Population Association,* published twice a year. The first issue includes articles on international migration to and from Australia, Australian teenagers and pregnancy, and the programs and implications of projecting Australia's population. The cost is $20 per year. Order from The Secretary, Australian Population Association, P.O. Box 143, Belconnen, ACT 2616, Australia. •

CAR OWNERSHIP

(cars per 1,000 people)

country	*1976*	*1981*	*change*
Greece	55	94	+39
Portugal	79	128	+49
Japan	154	209	+55
Spain	135	211	+76
Ireland	176	226	+50
Denmark	263	267	+4
United Kingdom	255	283	+28
Netherlands	269	324	+55
Belgium	279	325	+46
Italy	284	330	+46
Sweden	350	348	−2
France	301	349	+48
Luxembourg	321	378	+57
West Germany	307	385	+78
USA	501	537	+36

Source: Eurostat Review, 1973-1982, *Luxembourg, 1984.*

North Africa, and Asia and the Pacific. They present and analyze the latest available statistical data on women in 21 Latin American and Caribbean countries. Drawn from national censuses and surveys, the data are part of the *Women in Development Data Base*, created by the Center for International Research, U.S. Bureau of the Census, under the auspices of the USAID. The *WID Data Base* was originally designed for USAID's policy and program planners, but this series makes the data available for development planners and policymakers outside of USAID.

Beginning with an overview of the population characteristics of the featured region, the volume continues with a description of women in that region: their literacy and education, their labor force participation, their marital status, their fertility, and their mortality.

The handbook does not simply present the information on women's current status in tables, charts, and text, but offers a critique on the concepts, availability, and quality of the data assembled on each of the 19 variables searched for the study. Appendixes include references, a list of the tables available in the *WID Data Base*, and the population by age, sex, and rural/urban residence for each of the countries covered by the study.

The Atlas of British Politics, by Robert J. Waller, 1985, London: Croom Helm Ltd., 206 pp., $29.00. Order from Croom Helm Ltd., 51 Washington Street, Dover, NH 03820.

Intended to accompany Robert Waller's *Almanac of British Politics*, this volume also stands alone as a graphic survey of the political and social geography of the United Kingdom. The atlas is largely composed of maps of various areas of England, Ireland, and Wales, showing for each area the extent of support for the winners in the 1983 election, as well as the support for each of the political parties (Conservative, Labour, and Alliance). Additional maps for each area show the distribution of middle-class workers, professional and managerial workers, agricultural workers, owner-occupied and local authority housing, non-white voters, unemployment, car ownership, and educational qualifications.

This collection of maps enables the reader to see correlations between an area's demographics and its politics. Since the data are from the 1983 General Election and the 1981 Census, the book serves as an update of Michael Kinnear's *The British Voter: An Atlas and Survey since 1885*, published in 1968. Anyone with an interest in the U.K., political or otherwise, will find Waller's *Atlas* a fascinating volume.

FEATURE

FOREIGN FOCUS GROUPS

Focus groups are a favored way for U.S. consumer goods companies to try to gauge the market for their product in foreign countries. But, at least one international market researcher thinks they may be overused.

Daphne Chandler, vice president of Burke International Research, Inc., says focus groups are more common overseas than they are in this country. In the U.S., focus groups are primarily an exploratory tool to develop quantitative research. But in some foreign countries, she says, they are used to "test copy, gather corporate image information, and supplant survey information" because they are a "cheap tool."

Chandler warns that the success of focus groups is highly dependent on understanding the culture. "In Japan, for example," she says, "you never mix ages or sexes because younger people will defer to older people and women will defer to men."

In Europe, she explains, "especially in France and Italy, focus groups are more psychological than they are here. In France they are very academic compared to the practical tool they are in this country." In fact, the usual moderator for such a session will be a trained psychologist, whereas in the U.S. the moderator may have business or marketing training. For best results, Chandler says, moderators should be from the country where the focus group is being held.

It is essential to meet with the moderator before the focus group sessions to explain what the client expects to get out of it. "If the expectations aren't clear, you may get a whole session with the moderator holding up a picture of a car and asking the participants to tell him what animal it reminds them of and whether they think the animal is male or female. You can end up with a 500-page report that is very psychological and provides very little information."

There are other cultural differences of which U.S. observers should be aware. For example, an Italian focus group with men won't begin until 9:30 p.m. and can easily run three hours.

Burke International's president is Dr. Lynn Lin. Chandler has worked for Burke in international research for nearly eight years. Working with her in the New York office is another vice president, Charles Cooler, who was formerly with Burke France.

Burke is a separately incorporated firm, jointly owned by Burke Marketing Services in Cincinnati and Infratest in Munich, West Germany.

Burke has companies in Europe (Sweden, Italy, France, West Germany, and the United Kingdom), Latin America (Venezuela, Brazil, and Argentina), Canada, Japan, Australia, and Taiwan. Additional franchisees are expected to be added soon in Latin America and Asia. While Burke International does not do syndicated surveys, one of its parents, Infratest, does syndicated research in health care.

Most of Burke's client studies are multinational and its work encompasses consumer and industrial research, attitude and usage surveys, package testing, tracking studies, commercial testing, focus groups, and corporate image studies.

Burke International Research, Inc.'s New York address is 420 Lexington Avenue, Suite 2750, New York, New York 10017; telephone (212) 883-9393.

FEATURE

THE INVISIBLE BUSINESSWOMAN

Up to one person in eight of the world's entire labor force works in the informal sector. That is one reason it is so difficult to obtain accurate income figures, especially for developing countries. Moreover, this sector is "overwhelmingly occupied by women," according to the State of the World's Women Report 1985.

The report, prepared for the United Nations Conference on Women last month in Nairobi, characterizes the informal sector as millions of people who offer services and engage in small-scale trading activities "on the margins of official life."

They make and sell leather sandals, for example, or take in washing. They mend bicycles and dodge in and out of traffic with trays of home-made sweets; they sell rice cakes, rough cotton skirts, hand-rolled bidis and cups of murky sorghum beer. Although everyone knows they exist and acknowledges their place in Third World countries, there is little known about their demographic characteristics or their incomes.

Estimates are that about 50 percent of the poor urban population in developing countries works in the informal sector. The share among the poor in rural areas is probably closer to 70 percent.

In regions where women are the most prominent — the Caribbean, West Africa, and South Asia — between 70 and 90 percent of all the farm and fishing produce is bought and sold by women. In Haiti, for example, 91 percent of trading activities are handled by women; in Ghana, 88 percent. In Thailand, where women are in the formal labor force in high numbers as well, they are 54 percent of small traders.

In many ways, informal economic activity suits these women because it gives them an independent income and a flexible schedule that they can work around their household responsibilities. On the other hand, their earnings are often low. Studies in Jakarta, Lagos, and the poor urban areas of Bolivia and Peru found that workers in the informal sector earn only about 50 cents a day — half the wages of the lowest-paid formal-sector worker.

What little information is available on these workers allows experts to estimate that, as a whole, the informal sector generates up to a third of the wealth in many Third World cities. Asuncion and Lima are typical, with 33 and 30 percent of the local income created by the goods and services provided in the informal sector. In Ahmadabad and San Salvador, as much as a quarter of local income is from the informal sector.

The State of the World's Women Report stresses that, although it is valuable, the informal sector is also vulnerable. "The expansion and relocation of industry into the Third World provides much-needed expansion for some, but it undermines the employment of others at the same time."

Plastic shoes and filter-tipped cigarettes from the new factories compete with the traditional hand-made sandals and bidis of the small street vendor. The livelihood of the people who work in the informal sector is, according to the Report, "put in the balance by the arrival of the smart new shops and industries."

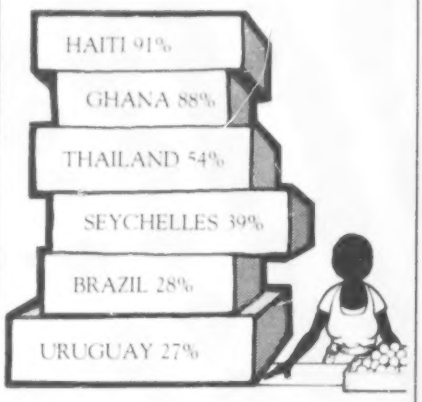
The Report points out that the only way people in the informal sector can compete with the new mass-produced goods and services is by "going formal" and fighting the new traders on their own terms. But the reason so many women work informally is because it is so difficult for them in the formal sector. Such women, the Report says, are usually "untrained, unskilled, often illiterate, and almost invariably without any capital."

Entering the formal sector means getting loans and advice, learning to handle figures, investing in transport, making contacts, signing contracts, doing deals. Because these activities are easier for men, they have an advantage over women.

Firms trying to market in Third World cities cannot overlook the economic impact of the informal sector nor its impact on competition, distribution, and the consumer market. •

THE ENTREPRENEUR

In many countries it is women who dominate the informal sector — the small-scale trade in goods and services not usually counted in national economic statistics. In many Third World cities the informal sector generates up to a third of local wealth.



% of people in trade who are women Source: ILO

COMING UP

Luxembourg's influence reaches far beyond its tiny population because of its strategic location at the heart of Europe and its television broadcasting system.

Trade in some Filipino villages teaches women storekeeping skills.

Buenos Aires is the most European of all Latin American capitals. Our South American correspondent, demographer Ralph Hakkert, explores the consumer markets represented in its neighborhoods.

REGIONS

SOUTH AMERICA

LATIN AMERICA

Upscale Latin American men take politics seriously: more than half engaged in one or more of eight possible sociopolitical activities in the past five years, according to researchers for Starch INRA Hooper, Inc.

This is a preliminary finding of a pilot study designed to assess the feasibility of conducting total audience publication research in Latin America. For the study, Starch INRA Hooper, Inc. conducted 789 interviews with upscale men aged 25 and older in Mexico City, Caracas, Buenos Aires, and Sao Paulo during late 1984 and early 1985. The interviews were designed "not to produce viable, projectionable data for media planning or selling purposes," according to Jay Wilson, president of Starch INRA Hooper, "but as an experimental study" to test readership measurement techniques, developing screening methodology and criteria, establish sampling procedures, pretesting marketing/media questionnaires, and determine interview completion rates.

Even though they are not projectionable, the study's preliminary findings are interesting because so much misinformation about the Latin American market exists.

Other findings:

—Mexicans travel four times as much as Brazilians. And while Mexicans and Venezuelans often go to the United States, Argentinians tend to limit their travel to other Latin American countries. Brazilians, when they do travel, are likely to go to France.

—Ownership of 35 mm cameras is universal, but Mexicans and Venezuelans are the biggest spenders on computers and videocassette machines. Most of them also own more than one car.

—Ninety percent of those interviewed are currently employed and more than half are salaried rather than self-employed. Nearly half are middle- or upper-level business executives. Forty percent are professionals — doctors, dentists, or architects, for example.

—Respondents read an average of 4.9 of the 76 measured publications. Mexican and Venezuelan men were the most receptive to English-language publications. Of the four countries, Mexico and Venezuela rank higher on the Index of Potential English Readership published in the February 1985 issue of International Demographics. The PER Index quantifies the number of people in a country who can be expected to purchase English-language materials.

More information about the Latin American Readership Study (LARS) is available from Gunilla Broadbent, vice president, International Operations, Starch INRA Hooper, Inc., 566 E. Boston Post Road, Mamaroneck, NY 10543; telephone (914) 698-0800.

The nuclear family (husband, wife, and children) is not the typical family in most Latin American countries, according to an analysis of World Fertility Survey data by Susan De Vos of the Center for Demography and Ecology at the University of Wisconsin, presented at the 1985 annual meeting of the Population Association of America.

De Vos found that extended households were common in the six Latin American countries she examined, ranging from a quarter of all households in Mexico to 36 percent in the Dominican Republic. She said many of the households were composed of relatives, but no married couples — for example, grandparents and grandchildren might make up a household. Single-parent households ranged from 7 to 9 percent of all households. In the Dominican Republic, fewer than half of all households consisted of a husband and wife, with or without children. Only 64 percent of households in Mexico consisted of a traditional nuclear family.

ASIA

JAPAN

Not only is the number of Japanese women in the work force increasing, but Japanese working women are also becoming older, more highly educated, and more experienced as workers. Women in Japan are still much more likely to work part-time than they are in the United States, and employers are hiring more part-time employees because it eases labor costs. More than 50 percent of women who want to work in Japan say they prefer to work part-time.

A recent issue of Focus Japan reported that the percentage of women employees aged 35 and older grew to 56 percent in 1983 compared with 39 percent in 1970. The proportion of married workers rose to 60 percent in 1983 from 33 percent in 1962.

In 1975, 9 percent of new women workers were junior high school graduates, 64 percent senior high school graduates, and 27 percent college graduates. By 1983, those percen-

tages, respectively, were 5 percent, 62 percent, and 34 percent.

Since the mid-1970s, the average number of working years for a Japanese woman has increased by one year: from 5.3 years in 1976 to 6.3 years in 1983.

SOUTH KOREA

Despite the Korean government's attempts to encourage decentralization of the population, that nation's 20-year trend toward urbanization is continuing. Only 22 percent of the population remains on farms, according to the April *Asia Research Bulletin*, down from 24 percent in 1983. The rural population in Korea is now about 9 million.

"What is noteworthy," the *Bulletin* reports, "is that the lion's share of emigrants consisted of educated and economically active young people. Ministry officials said that the worker population aged 14 to 24 in the combined rural labor force declined from 27 percent in the mid-1960s to 20 percent in 1983."

Meanwhile the population aged 60 and older has increased slightly, indicating that older people may be replacing the young in agricultural work.

EUROPE

ENGLAND

London Transport Advertising can provide detailed information on using public transportation in London for poster advertising. LTA's address has been changed to 10 Jamestown Road, Camden, London NW1 7BY, England; telephone 01-482 3000; telex 23769 LTA G.

NORWAY

A new study of Norwegian women in the labor force reveals that labor force participation patterns there are similar to those in the United States.

The study, written in Norwegian, is called "Changes in Women's Employment Patterns," and is the result of work commissioned by the Directorate of Labor and carried out by the Central Bureau of Statistics in Oslo. Most tables are subtitled in English.

Women between the ages of 30 and 39 are most likely to have increased their labor force participation rates in the past decade. In other words, women today are more likely to work during their prime childbearing years and when they have young children at home than they were ten years ago.

WEST GERMANY

The gender gap exists in other places besides the United States. In Germany, male white-collar employees now earn on average over DM 4,000, according to 1985 data recently released by the Federal Bureau of Statistics and reported in the weekly newsletter of the German Information Center in New York. In contrast, the gross salary of female employees averages DM 2,600. Much of the gap, statisticians explain, is due to differences between working men's and women's ages, training, professional qualifications, line of business, and length of employment.

Not all these factors come into full play among factory workers, but the divergence between blue-collar pay for men and women is also marked: DM 16.79 and DM 12.18 per hour, and DM 694 and DM 485 per week, respectively. The gap in weekly wages is wider because men work overtime more frequently than women, says the Bureau.

EMPLOYMENT OF WOMEN IN NORWAY BY AGE: 1970, 1975, 1980

(percent of respondents employed)

age cohort	*1970*	*1975*	*1980*
20-24	41%	55%	74%
25-29	41	50	65
30-34	38	59	72
35-39	43	60	81
40-44	52	58	80
45-49	45	65	68
50-54	49	56	69
55-59	—	51	64
60-64	—	—	46
Total survey sample	1,564	1,813	2,073

Source: "Changes in Women's Employment Patterns," Central Bureau of Statistics, Oslo, 1984

ASIA PACIFIC

AUSTRALIA

Gold Coast and Darwin were the fastest growing cities in Australia between 1981 and 1983, according to the latest estimates of resident population from the Australian Bureau of Statistics.

The table compares the 1981 and 1983 growth in the capital cities and other major cities.

Nearly five percent of Australian couples live together in an informal

AUSTRALIA'S CITIES

(population in thousands)

city	*1981*	*1983*	*percent change*
Sydney	3,279.5	3,335.0	1.6%
Melbourne	2,806.3	2,865.7	2.1
Brisbane	1,096.2	1,138.4	3.8
Adelaide	954.0	960.7	1.6
Perth	922.0	969.1	5.1
Hobart	171.1	173.7	1.5
Darwin	56.5	63.3	12.0
Canberra	246.5	255.9	3.8
Newcastle	402.7	414.7	2.9
Wollongong	231.4	235.0	3.6
Gold Coast	162.7	189.1	16.2
Geelong	140.2	NA	NA

Source: Australian Bureau of Statistics

relationship without benefit of marriage, according to findings of the 1982 Families Survey there. Nine percent of all unmarried people age 15 and over live in an informal marriage.

Siew-Ean Khoo of the Development Studies Center at the Australian National University reported these findings at the 1985 annual meeting of the Population Association of America.

In the 25-to-44 age group, one of six men and women who are separated, divorced, widowed, or never married live with a partner. When the woman is under age 20, the proportion rises to half.

"However," Khoo reports, "with the increase in the number of married couples in the older age groups, the proportion of unmarried drops to 17 percent of couples with the female partner aged 20 to 24 years and 6 percent of couples with the female partner aged 25 to 29 years." Just over one-third of all cohabiting couples have dependent children living with them. Most of these couples are in their 30s.

Most cohabiting men and women in Australia say they expect to marry sometime in the future — and most said that would be when they are financially secure.

NORTH AMERICA

CANADA

Users of Canadian data who need to make quick, accurate comparisons among provinces, territories, and Canada as a whole will benefit from a new publication, *Canada, the Provinces and the Territories: A Statistical Profile*.

Easy-to-use tables provide a one-stop overview of the population and its characteristics; the economy, industrial growth and structure, labor, earnings and social security, income, expenditures and prices, the social environment and target groups such as the elderly, women, youth, and native peoples.

The indicators are based on the most up-to-date data available and presented in standardized formats, allowing users to obtain a coast-to-coast overview without turning a page.

For example, the *Statistical Profile* reveals that labor force participation varies across the country. In Newfoundland, 52 percent of the population aged 15 and over were either employed or actively seeking work in 1983, compared with 72 percent in Alberta. The labor force participation rate for Canada as a whole was 64 percent in 1983.

On the other hand, television viewing habits are similar from coast to coast. Albertans spend fewer hours watching television than other Canadians — only 22.5 hours a week — but Nova Scotians watch only about three hours more a week than Albertans.

Order *Canada, the Provinces and the Territories: A Statistical Profile* (Catalog No. 17-X-501) for $25 from Publications Sales and Service, Room 1710, Main Building, Statistics Canada, Ottawa K1A OT6, Canada.

Statistics Canada has released postcensal estimates of total population for Canada, by province and territory, as of January 1, 1985. The country's total population is estimated at 25,262,500. Provincial and territorial totals are estimated as follows:

Newfoundland, 578,900; Prince Edward Island, 126,800; Nova Scotia, 878,300; New Brunswick, 717,200; Quebec, 6,562,200; Ontario, 9,023,900; Manitoba, 1,065,000; Saskatchewan, 1,016,400; Alberta, 2,337,500; British Columbia, 2,883,000; Yukon, 22,800; and Northwest Territories, 50,500.

Total fertility declined slightly between 1982 and 1983, despite the fact that the number of women in their childbearing years is up slightly. Just as there has been a slight increase in births to U.S. women in their 30s, births to Canadian women over age 30 increased by almost 4,000 or 4.5 percent between 1982 and 1983. According to Statistics Canada, an increase in the number of women aged 30 and over more than offset a decrease in the fertility of women in that age group.

The total fertility rate—the number of children a woman is expected to have through her childbearing years—is now 1.69 in Canada. In 1983 the mean age of Canadian women at childbearing for all births was 26.9 years, and for first births, 25.1 years. •

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